



For Immediate Release

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Simsbury Selected for Unique Solar Program

Solarize Program Offers Discounts of Up to 20%, Kick Off Workshop Set Tuesday, April 29, 2014 at 7 p.m., Eno Memorial Hall, 754 Hopmeadow St.

SIMSBURY, CT —The Town of Simsbury has been selected to participate in a unique solar discount program that makes going solar easy and affordable. The Solarize Simsbury program will kick off with a workshop on Tuesday, April 29, 2014 at 7 p.m. at Eno Memorial Hall, 754 Hopmeadow Street, Simsbury. The town will join 11 other communities in Phase 4 of Solarize Connecticut, which expects to more than double the amount of solar currently in Simsbury during the 20-week program. Also participating in the program are Bloomfield, Brookfield, East Lyme, Essex, Farmington, a coalition of Haddam and Killingworth, Montville, Tolland, Torrington, and Weston.

Solarize is a unique program offered by CEFIA (Connecticut Energy Financing and Investment Authority) in partnership with SmartPower that increases residential solar through a proven formula. It leverages group discounts through a pre-selected installer to reduce the cost of solar; it relies on the community to provide outreach and education to create awareness and build interest, and it promotes a clear end date to motivate residents to act. Over the past several weeks, town officials have been interviewing installers and have formally selected C-TEC Solar of Simsbury to be part of the Solarize Simsbury program.

First Selectman Mary Glassman commented, "We are very pleased to have been selected for Solarize CT. Our town takes pride in supporting initiatives that offer both environmental and economic benefits. Solarize will provide our residents with the opportunity to reduce their energy costs, make Simsbury a cleaner place to live, and support local jobs. Town administration, support staff and the town's Clean Energy Task Force are committed to working with residents and C-TEC Solar to make the program a success."

“CEFIA is extremely proud of what we have been able to achieve through the Solarize program. We continue to see our financing tools and the Solarize model bringing down the cost of solar and making it affordable for more and more homeowners throughout Connecticut,” said Bryan Garcia, president and CEO of CEFIA. “We expect to achieve similar success as we begin the next phase of this innovative program with the participation of Simsbury town leaders and their dedicated volunteers.”

Solarize Simsbury will officially kick off with its first solar workshop on Tuesday, April 29 at 7 p.m. in Eno Memorial Hall, 754 Hopmeadow Street, Simsbury. Residents who are interested in learning more about Solarize Simsbury are urged to attend. In order to participate in the discounts offered through the program, residents must sign a contract by September 23, 2014.

More information about Solarize Simsbury can be found by visiting <http://solarizect.com/our-towns/solarize-simsbury/> or contact C-TEC Solar at 888-52-SOLAR or www.ctecsolar.com.